

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 AGR-10 /030 W

----- 112610

P R 070900Z AUG 75

FM AMEMBASSY LONDON

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 3578

AMCONSUL LIVERPOOL

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E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: IN-STORE-PROMOTION FY 76: KENDAL MILNE

REF: LONDON 9768, JUNE 25, 1975; CLEVELAND/SAVAGE

TELCON JULY 22, 1975

1. SUMMARY:

MAJOR PRESTIGE U.K. RETAIL OUTLET, KENDAL MILNE' HAS SIGNED LETTER OF INTENT TO DO IN-STORE-PROMOTION IN FY 76. STORE, LOCATED IN MANCHESTER, IS FOURTH OR FIFTH LARGEST IN U.K. AND REGIONAL HEADQUARTERS FOR LARGEST RETAIL GROUP IN U.K. (HOUSE OF FRASER). PROMOTION SCHEDULED FOR THREE WEEKS IN APRIL 1976 AND THEME WILL BE U.S. BICENTENNIAL. STORE EXPECTS TOTAL PROMOTION RELATED U.S. INCREMENTAL PURCHASES TO BE ABOUT 2,000,000 DOLLARS FOB. BUYING VISITS ARE CURRENTLY BEING SCHEDULED. STORE PREFERS UTILIZE EVERY DEPARTMENT FOR PROMOTION. ACTION REQUESTED INCLUDES USDOC APPROVAL AND OBLIGATION 25,000 DOLLARS FOR THIS EVENT; FORWARDING OF SELECT SUPPLIERS LIST AND POTENTIAL SUPPLIERS LIST; AND PLACING NOTIFICATION IN "COMMERCE TODAY".

2. LETTER OF INTENT SIGNED:

KENDAL MILNE AND EMBASSY CONTRACTING OFFICER HAVE SIGNED LETTER OF INTENT RE USDOC SPONSORED IN-STORE-PROMOTION FOR FY 76 AS AUTHORIZED BY REF TELCON. LETTER UNCLASSIFIED

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OF INTENT WILL BE FORWARDED TO COMMERCE BY POUCH ASAP.

3. THE STORE:

KENDAL MILNE IS FOURTH OR FIFTH LARGEST DEPARTMENT STORE IN U.K. AND HAS REPUTATION OF BEING LEADING DEPARTMENT STORE IN ENGLISH MIDLANDS. STORE CONSISTS OF TWO BUILDINGS IN CENTRAL MANCHESTER - ONE OF EIGHT SHOPPING FLOORS AND ANOTHER OF FIVE. IT HAS APPROXIMATELY 300,000 SQUARE FEET OF "USABLE" FLOOR SPACE, 1500 EMPLOYEES AND HAD 17 MILLION POUNDS TURNOVER IN 1974. KENDAL MILNE (ALSO KNOWN AS "KENDALS") IS HEADQUARTERS FOR HOUSE OF FRASER MIDLANDS GROUP. HOUSE OF FRASER HAS OVER 200 STORES THROUGHOUT U.K. AND ITEMS WHICH ARE SUCCESSFUL IN ONE STORE ARE USUALLY MOVED TO OTHER OUTLETS IN GROUP.

4. THE PROMOTION:

PROMOTION SCHEDULED TAKE PLACE FOR AT LEAST THREE WEEKS STARTING TUESDAY, APRIL 20, 1976. STORE EXPECTS TO MAKE INCREMENTAL PURCHASES OF 2,000,000 DOLLARS FOB, OF U.S. GOODS FOR PROMOTION. PLANS ARE FOR ENTIRE STORE PARTICIPATION. THEME OF PROMOTION IS U.S. BICENTENNIAL. EMBASSY'S AGRICULTURAL BRANCH ALERTED AND PLANS CALL ON STORE SHORTLY. ASSISTANCE ON FOOD PROMOTION IS POSSIBLE AND U.S. SOURCES FOR WINE AND FOOD ITEMS WILL BE PROVIDED. STORE EXPECTS LORD MAYOR AND TOWN CLERK TO PARTICIPATE IN OPENING CEREMONIES ALONG WITH MOST SENIOR EMBASSY OFFICER AVAILABLE AT TIME.

5. BUYING VISTS TO U.S.:

KENDAL MILNE (THROUGH HOUSE OF FRASER) USES AMC NEW YORK BUYING OFFICE. IN ADDITION, SEVERAL BUYERS FROM STORE'S VARIOUS DEPARTMENTS WILL BE SENT TO STATES BUT NO FINAL SCHEDULE IS AVAILABLE YET. BUYERS FROM OTHER HOUSE OF FRASER STORES HAVE ALSO BEEN NOTIFIED BY HEAD OFFICE TO SPOT OPPORTUNITIES FOR KENDAL MILNE WHEN ON BUYING TRIPS TO U.S.

6. AREAS OF INTEREST FOR STORE:

FULL RANGE PRODUCTS NORMALLY FOUND IN DEPARTMENT STORES
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IS CARRIED EXCEPT FOR HOME DECORATION (PAINTS, WALL-PAPER ETC.) AND PET SUPPLIES. SECTORS OF SPECIAL EMPHASIS FOR U.S. SUPPLIERS INCLUDE: FURNITURE (WOOD, METAL AND UPHOLSTERED; CKD AND SKD FURNITURE; PATIO AND LAWN FURNITURE); MEN'S AND WOMEN'S APPAREL (WITH SPECIAL EMPHASIS ON WESTERN STYLE IN ONE SECTION); CASUAL WEAR, BATHROBES, HOSIERY, CHILDREN'S WEAR (INCLUDING PLAYWEAR); LINGERIE; DOMESTIC GADGETS AND SMALL

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P R 070900Z AUG 75
FM AMEMBASSY LONDON
TO USDOC WASHDC PRIORITY
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ELECTRIC DOMESTIC ITEMS SUCH AS TOASTERS AND PERCOLATORS; KITCHEN WARE AND UTENSILS; BAKING AND GENERAL COOKWARE; SPORTS EQUIPMENT AND CLOTHING (EXCEPT FISHING AND SKI); FASHION ACCESSORIES; JEWELRY (PRECIOUS AND COSTUME); DOMESTIC LIGHTING ; LUGGAGE; FURNISHING FABRICS; BARBECUE EQUIPMENT; HOUSEHOLD TEXTILE PRODUCTS INCLUDING TABLE LINENS, BED LINENS AND KITCHEN AND BATH TOWELS; ADULT GAMES; CHILDREN'S TOYS, GAMES, DOLLS, DOLL CARRIAGES ETC.; CARPET AND CARPET TILES; HI-FI EQUIPMENT AND RECORDS; STATIONERY (OFFICE AND HOME, AND ALL RELATED ITEMS); PAINTINGS' PRINTS, FRAMES, SMALL STATUARY AND RELATED ART ITEMS; BOOKS AND GIFTWARE. KENDAL MILNE DOES NOT CURRENTLY CARRY MANY HAND TOOL OR DO-IT-YOURSELF LINES BUT SHOULD NEW PRODUCTS BE FOUND FROM U.S. TO JUSTIFY IT, STORE WOULD MAKE A SPECIAL SECTION FOR SUCH ITEMS. PRIMARY PURPOSE PROMOTION IS TO FIND LINES WHICH WILL LEAD TO REPEAT ORDERS OVER LONG TERM. KENDAL MILNE HAS BEEN PICKED FOR THIS EVENT BY US BECAUSE IT IS ONE OF U.K.'S LEADING PRESTIGE DEPARTMENT STORES. HOUSE OF FRASER HAS APPROVED OF THE EVENT AT KENDAL MILNE

FROM TOP LEVEL AND APPEARS TO BE USING IT AS TEST FOR

EXPANSION OF U.S. LINES THROUGHOUT MOST OR ALL OF ITS
200MPLUS OUTLETS.

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7. ACTION REQUESTED:

A. USDOC PLEASE APPROVE AND OBLIGATE 25,000 DOLLARS
FOR THIS EVENT. (PER REF TELCON EMBASSY HAS GONE AHEAD
WITH LETTER OF INTENT BUT WILL WITHOLD FINAL CON-
TRACTUAL OBLIGATION FUNDS PENDING USDOC BUDGET AP-
PROVAL).

B. AS MENTIONED TELCON PLEASE FORWARD SELECT LIST OF
400 KEY SUPPLIERS AND MORE GENERAL LIST OF 1200 POTEN-
TIAL SUPPLIERS (BOTH WITH MAILING LABELS) FOR FORWARD-
ING TO KENDAL MILNE.

C. PLEASE PLACE NOTIFICATION IN "COMMERCE TODAY"
MENTIONING THAT STORE CONTACT IS MISS ANN LEUTY,
KENDAL MILNE, DEANSGATE, MANCHESTER M60 3AU.
TEL: 061-832-3414, TELEX: 667-127.

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